



SAMSUNG

Heart + Soul

ANNUAL REPORT 2001



Heart + Soul

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Kun-Hee Lee
Chairman, Samsung

This is one of the most important times in Samsung's history. We have emerged from a challenging period in the previous decade as a much stronger company today: one that is now more globally-focused, restructured and streamlined, and more committed than ever to true innovation.

Already, this transformation has produced an impressive outcome last year's historical performance has been topped by all time highs in sales and profits for Samsung Electronics. And our recent new-product introductions, particularly in the digital arena, have earned worldwide acclaim.

But here at Samsung, we feel that we can not be complacent with the present. Because in many ways, the biggest challenge of all—the challenge of leading the digital convergence revolution worldwide, and thereby providing “Digital Freedom” to all—still lies ahead.

We are well-positioned to take on this important global leadership role. We now have the global resources in place and certainly have the technological capability, Samsung has clearly established itself as a global market leader in many interrelated high-tech categories. But perhaps more important, we also have the “heart and soul” needed to be a trailblazer in this new digital landscape.

All around the world, the “heart” of Samsung has listened, cared, and reached out to all the people—to try to understand what these people truly need and desire in order to live a better, richer, more value-added life.

Across the globe, people are hungry for the same thing—freedom. Freedom from limitations of time and space. Freedom to access information and entertainment, or to communicate, anytime and anywhere, using products that are simple to handle, accessible, and innovative. This is true “Digital Freedom,” and it should be available to everyone, regardless of age, culture, or geography. This is what Samsung understands and believes, truly, in our “heart.”

But it is one thing to listen and understand—and another to respond. Samsung has time and again demonstrated conscientious efforts to respond to people’s needs and dreams with products that are easy to use and affordable, while also being revolutionary and empowering. Such products can only come from people who are passionate about design, who care deeply about quality, and who always push the boundaries of what is new and possible. This wealth of creativity, passion, and innovative spirit that resides inside our company—this is the “soul” of Samsung.

As we embark on the next stage of the digital convergence revolution, Samsung has committed itself to being a true leader that will help bring Digital Freedom to people everywhere, thereby contributing to a better global society. It is an ambitious goal, but we shall put all our heart and soul into achieving it.

Kun-Hee Lee
Chairman, Samsung

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What does it mean to be a company with Heart and Soul?

A company with heart... feels. By caring about people everywhere, and understanding what they truly need in order to live a richer and fuller life. A company with soul... acts on those feelings. By creating great products and services to fulfill people's changing everyday needs. By having a strong vision and a philosophy, and living up to it in every way possible. Some companies have heart. Some have soul. Samsung has heart and soul.

Designing Solutions

To be awe-inspiring, yet simple... To be dazzling, yet practical...
To [anticipate](#) what hearts everywhere are seeking, and then respond boldly...
This is the challenge of great design.

To create superior products that can actually enhance people's lives is an ambitious undertaking. It is not achieved by accident or good fortune. Rather, it happens by design.

Great design is part of the very soul of Samsung. It has been a key element of the company's success since its early days, but has been particularly emphasized in recent years, ever since Chairman Kun-Hee Lee anointed 1996 the Year of the Design [Revolution](#).

Since then, Samsung has gained worldwide recognition as a design leader. In 2002, the company earned five Industrial Design Excellence Awards and placed in a tie with Apple for first place on *BusinessWeek's* list of corporate award winners over the past five years. When Industrie Forum Design announced the winners of its iF Design Awards in early 2002, five of Samsung's leading products earned the prestigious award (including 15" and 17" TFT-LCD monitor SyncMaster 151P/171P, the yepp YP-700 and yepp YP-30S digital audio players, and both the Dream G SGH-A500 and the SPH-N2000 mobile phones).

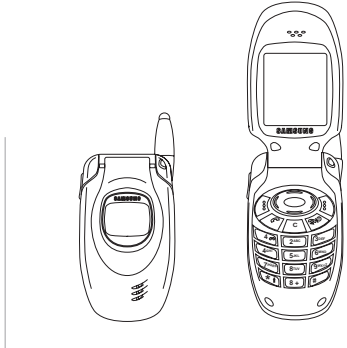


Innovation made simple

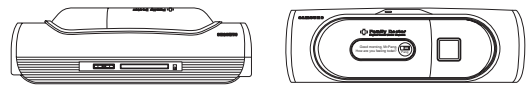
The awards and accolades serve as a testament to Samsung's commitment to great design. But the real proof can be seen in the products themselves, which bring together the often-conflicting elements of great design. Samsung products incorporate new technology and fresh thinking in ways that are groundbreaking, innovative and exciting yet the products themselves always remain practical, accessible, easy to use, and above all, simple.

Achieving this delicate balance between technological sophistication and elegant simplicity requires a commitment to a strong and clear design philosophy. At Samsung, "balance" is at the center of the design philosophy: balancing reason and feeling, functionality and creativity.

Color Phone The SGH-T100 is the first GSM mobile phone with a color TFT LCD display (128x160 pixels) that shows crisp colors in high clarity and resolution.



Great design is also a function of being close to the consumer, experiencing life through their eyes to identify their everyday problems, needs, and desires. In order to do this, Samsung realizes the importance of designing on a local level, in order to develop ideas and solutions that are **relevant** to specific markets and lifestyles. To this end, we have established a number of internationally located design offices, including Samsung Design America in San Francisco, Samsung Design Europe in London, Samsung Design Tokyo in Tokyo and Samsung LA Wireless Lab in LA in addition to the renowned Samsung Corporate Design Center in Seoul. By being in touch with people's everyday lives, all around the world, Samsung's designers have managed to create products that solve their everyday needs, in a variety of industries.

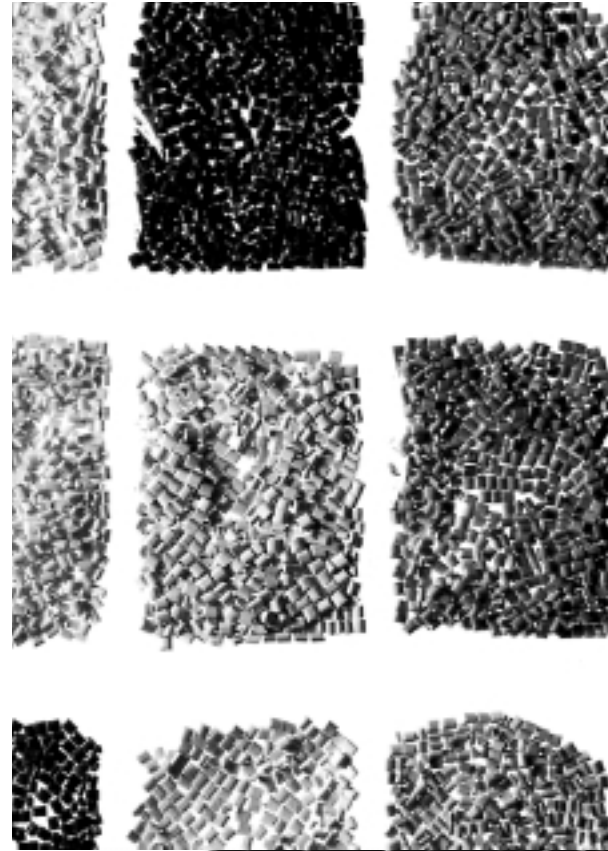


Family Doctor This compact and wearable device allows the user to check health conditions and immediately communicate with a doctor or hospital, enabling on-line treatment according to doctor's orders; the product was a Gold Winner in this year's IDEA 2002.



World Best Products

This approach has enabled Samsung to produce a high number of world-leading products in a wide variety of product categories and industries. In fact, Samsung now has 17 separate products that lead the world in market share. This includes state-of-the-art electronics products such as DRAM and SRAM chips, monitors, TFT-LCD panels, microwave ovens, VCRs and CDMA phones, but it also extends to other areas, such as electro-mechanics, and chemicals, where diverse Samsung products such as deflection yokes, tuners, FBT, FDD, parts for VCRs, CPT and CDT, STN ITO coated glass, rotary transformers, dimethyl formamide, and Flame-Retardant ABS, all have attained a position of global market [leadership](#).

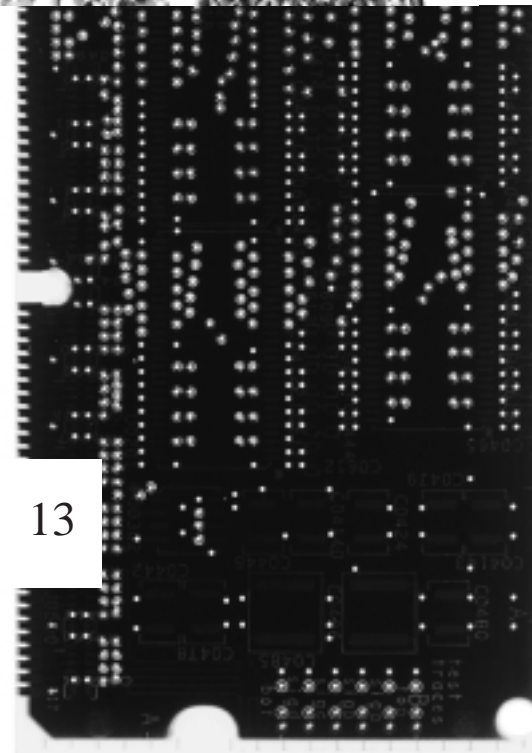


Flame-Retardant ABS Cheil Industries has utilized world-class technology in developing its Flame-Retardant ABS resin. It is used for a wide variety of applications including computer monitors, printers, fax, OA equipment, and photocopiers.

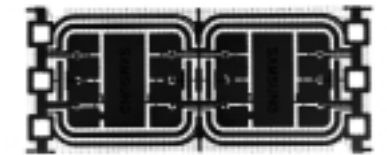
Multi-layer Board (IC-Module) is a high density Module constructed with several memory semiconductors on one PCB; it allows for expanded memory capacity, as semiconductor's switching time is accelerated and the distance between parts is shortened.

Ceria Nano Liquid is used for chemical-mechanical planarization (CMP), an important process in manufacturing semiconductor chips particularly for the making of next generation's VLSI semiconductor chips.

The Smart Card Chip from Samsung Electronics is expected to become widely used in credit cards world-wide, now that Visa International has certified that the chip complies with the Europay/MasterCard/Visa (EMV) technology standard.



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To have so many world-leading products is impressive, but it is considered only a first step in establishing Samsung as a company that truly leads the world in product design and development. The goal is to extend the number of “world-best” products to 30 by the year 2005. This is considered imperative, because Samsung believes that in the new highly-competitive global marketplace, it is now more important than ever to achieve a position of true market leadership in order to stand out. The company is doing precisely that, thanks in large part to its **commitment** to research and innovation, as well as great design that anticipates and serves the needs of people everywhere.

PDA Phone The SPH-i330 Series handset from Samsung brings together the benefits of a PDA (personal digital assistant) and a wireless phone that allows you to connect to the Internet.

Portable DVD Player A Silver Winner at the 2002 IDEA, the DVD-L100 with a 10" wide screen and a built-in Memory Stick compatible slot, is an innovative way to bring DVD movies, digital music, and digital photos in your hand wherever you go.

Samsung's "Smart Kitchen." a Bronze Winner at the 2002 IDEA, includes a Modular Refrigerator and Smart Cooker that recognizes cooking techniques and automatically adjusts temperature and time accordingly; the touch-screen display can access the Internet.

PDP Module Samsung SDI has introduced the world's largest plasma display panel (63") for high-definition digital images, as well as 37", 42" standard-definition (SD) and 50" HD models. These super-thin PDPs provide lower power consumption and images that rival nature itself.

SAMSUNG 1G

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NAND Flash Memory Chip The world's first 1-Gigabit NAND Flash memory chip, from Samsung, is a high density memory device incorporating cutting-edge 0.12-micron technology; ideal for mobile digital devices such as digital still cameras and PDAs.



Designs for the new digital world

While Samsung design and innovation is having a global impact in many product categories, nowhere is this more true than in the digital arena—where Samsung's new generation of advanced digital products are utilizing great design to combine innovation, simplicity and everyday practicality. These products incorporate digital technology that is slightly ahead of (but not too far out in front of) people's daily needs and their capabilities.

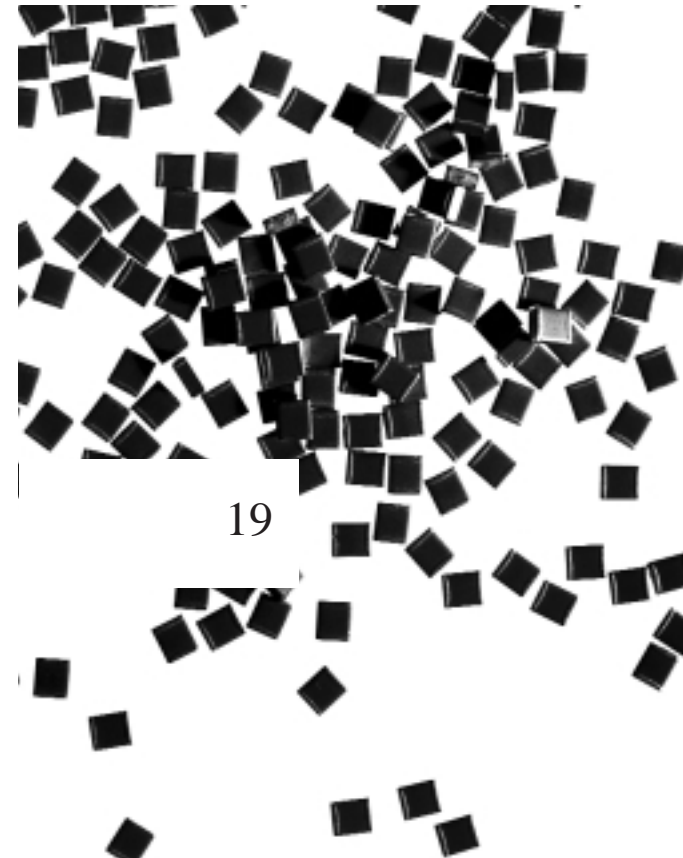
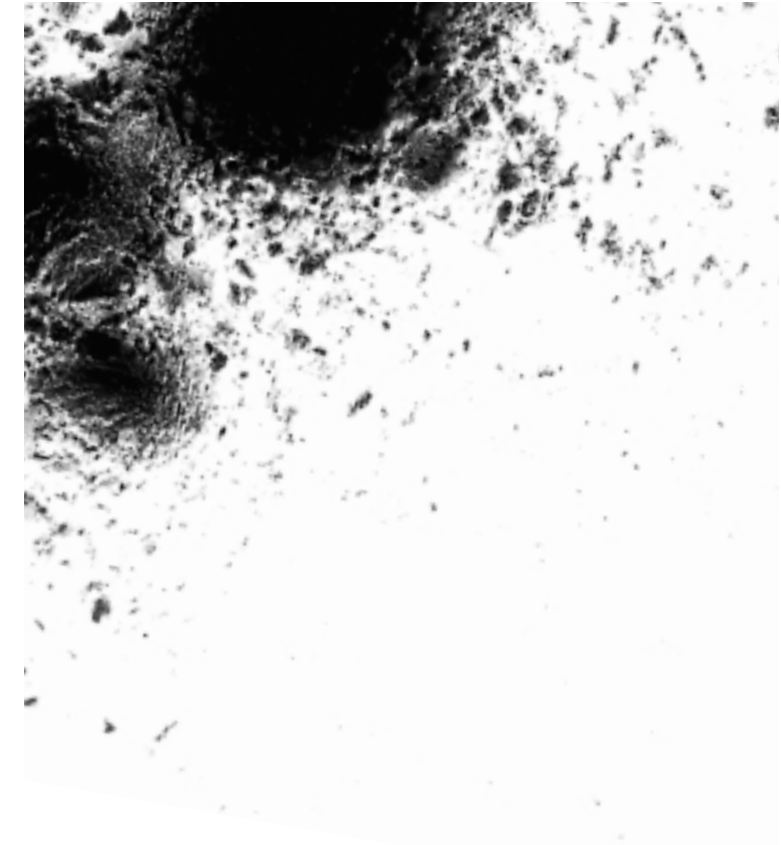
A good example is Samsung's acclaimed SPH-i300 PDA phone (named among "The Best Products of the Year" by *BusinessWeek*). With a Palm-based Personal Digital Assistant (PDA) complete with large color screen, combined with a wireless CDMA phone, the product offers tremendous "wow" appeal—which has made it one of the most talked-about new products last year.

Batteries As the wireless era unfolds, customers demand smaller and lighter batteries for their devices. Samsung SDI has responded with an industry-leading lineup of Lithium-ion batteries that are the world's thinnest and lightest, while also providing the highest capacity.

MLCC The enabling development behind surface mount technology, MLCCs are made of multiply layers of dielectric material and electrode and are a mere 1/700th the size and 1/50th the weight of equivalent ceramic disc capacitors. They're used in all electronic products.

Mecellose, or Methyl Cellulose, is applied to building materials, civil construction, paints, cosmetics, chemicals, pharmaceuticals and other applications, whenever there is a need to thicken, emulsify, stabilize, or improve water retention.

ITO Glass uses indium tin oxide to create a conductive glass product that can be used as the substrate for a liquid crystal display. Samsung Corning, with world-leading market share in the category, produces ITO glass with a wide surface and super-low resistance.

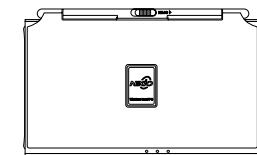




Yet at the same time, it is not intended for elite users or “techies,” but is instead designed to be practical, and to simplify people’s lives by enabling them to perform several everyday tasks (such as talking on the phone and accessing email) with one easy-to-use product.

Similarly, Samsung’s new wireless hand PC, known as NEXiO, is an attention-getting product with a slim and sexy design. But it also anticipates real-life everyday needs by providing “Digital Freedom” to people in the post-PC world. NEXiO offers full Internet capability, with 5” WVGA LCD screen and Wireless LAN (802.11b) module embedded; it’s also powerful, easy to use and expandable. In the next few years, as wireless LAN and IMT 2000 provide sufficient broadband capabilities, the NEXiO may emerge as the most important post-PC product of this decade.

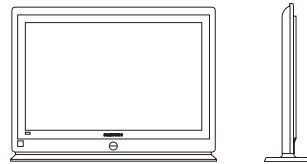
NEXiO S160 brings the power of a notebook computer to a device no larger than a thin paperback book. Its brilliant, 5-inch WVGA (800 x 480 resolution) display enables users to see a full Web page without scrolling, and it is 802.11b wireless LAN module equipped. Everything from getting your email to downloading the latest presentation is a snap.



Leading the convergence wave

Samsung design philosophy is a central reason why the company is well-positioned to lead the new Digital Convergence Revolution. Clearly, the company's technological expertise and global reach are also important factors, as is the commitment and the passion of our people. But perhaps most significant is Samsung's commitment to design simplicity that aims to provide "Digital Freedom" for everyone. Samsung believes that the digital revolution now unfolding should not benefit only the few it should benefit all. In a true democratic spirit, Samsung is leading a "DigitAll" movement that is not simply aimed at those people already steeped in technology. Instead, we see this as a new frontier that is open to all consumers, from all generations, in all walks of life, performing all kinds of practical everyday functions.

LCD TV With a 40" LCD screen, the largest LCD screen TV in the world, this TV delivers perfect pictures thanks to high brightness and contrast ratio, as well as Ultra Spectacle sound; it brings the experience of the "silver screen" to a living room.



The goal is to connect people together in the digital era in new, exciting, and **empowering** ways – with no boundaries of time or space, and no limitations on one’s ability to communicate visually as well as in words. This requires a true design vision, which sees how everything connects in the new digital world: How digital products connect with each other, and how they, in turn, can connect people’s lives together. These connections do not happen by accident – they happen by design. And Samsung’s commitment to design will help the company lead this movement.

DESIGNING
SOLUTIONS
WITH
PARTNERS
**STRATEGIC
ALLIANCES**

In a rapidly changing digital world, global leaders must share their vision, knowledge and experience to fully serve their customers and society. That’s why Samsung is trying to accelerate the pace of Digital Freedom through a variety of strategic alliances that cross industry lines to create new, breakthrough products and services that can enrich people’s lives. Samsung has been forming cooperative alliances with some of the biggest names in the global technology arena. For example, Samsung and Microsoft have agreed to develop and market a new breed of products, based on the core competencies of each company that will bring Digital Freedom to consumer lifestyles and workstyles.

Other alliances include our cooperation with Intel, Sony, AOL Time Warner, Hewlett-Packard, Dell, IBM, Palm, and Texas Instruments. These partnerships with global leaders in semiconductors, digital media, and telecommunications are designed to help us achieve the following goals: to provide corporate customers with efficiency and productivity; to provide consumers with stability and richness; and to be a total solution provider in the areas of home, mobile and office through Digital Convergence and Networking.



Each day, around the globe, the flow of life draws people together in the swirling midst of a changing world...



yet all of us, everywhere, also remain
rooted in the comfort and love of home and family.



We hunger for the freedom to explore what's new,
and to traverse boundaries. . .



but we also crave, in our hearts, the knowledge that we are secure and protected.



We are each of us driven to be as efficient and productive as humanly possible...



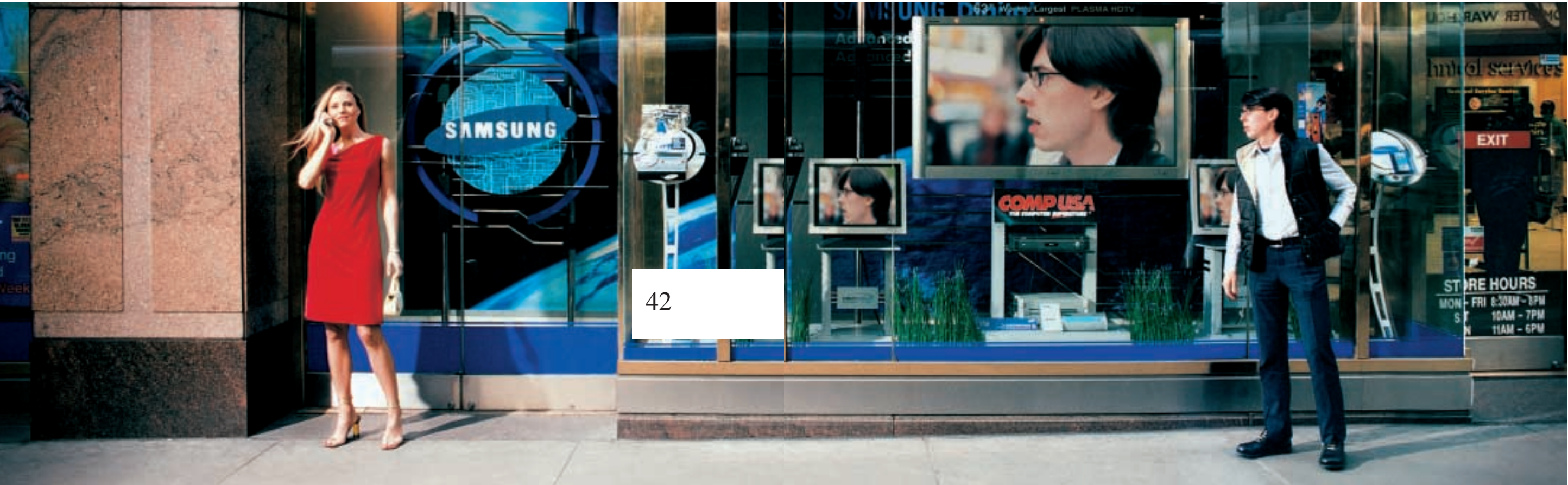
yet, we at times need to shed our ambitions and relish the simple joy of pleasure.



There is a deep-seated need and desire in all of us to find partners on the journey...



but we also know that we must be able to stand on our own achievements.



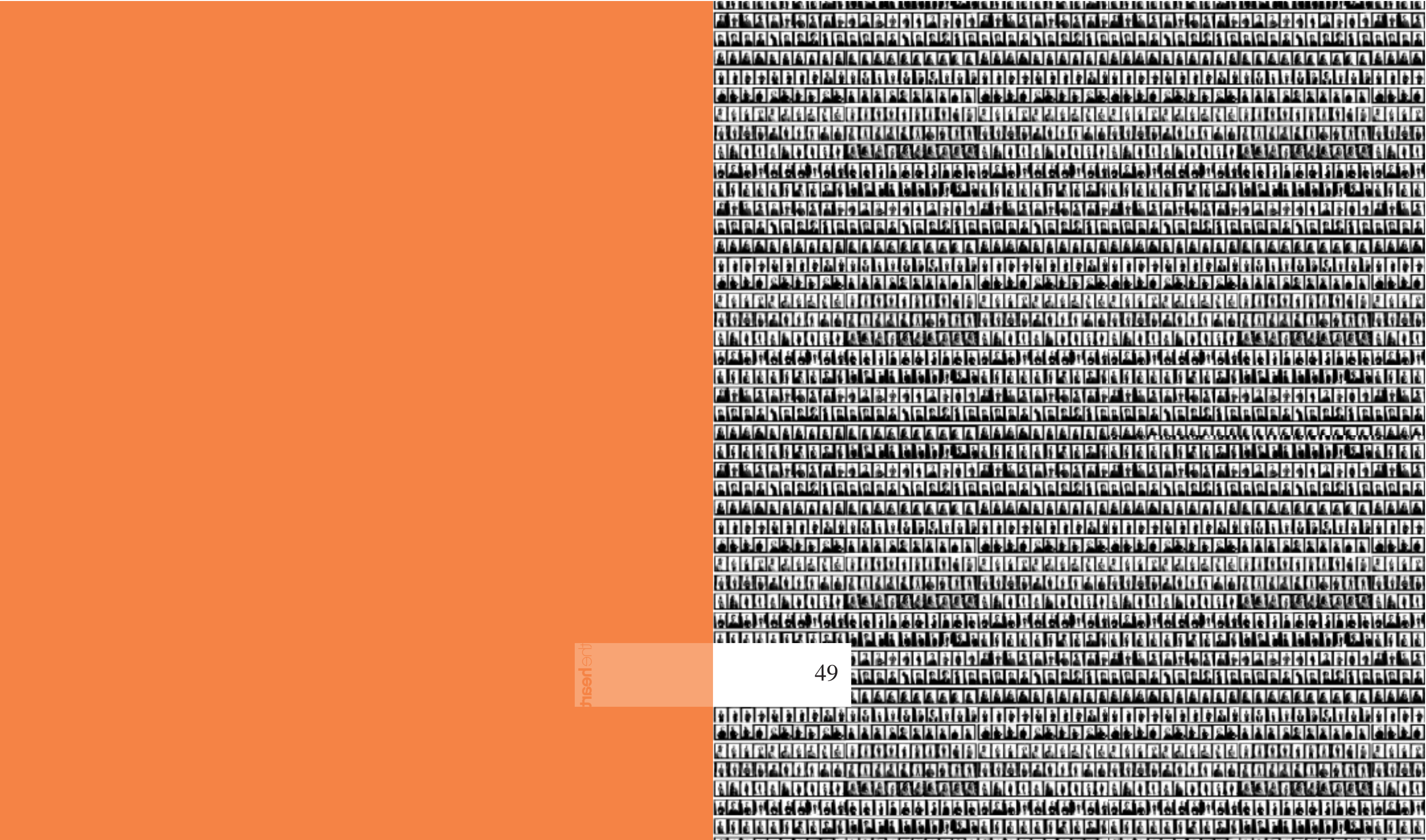
In our hearts, we each want and need so much...

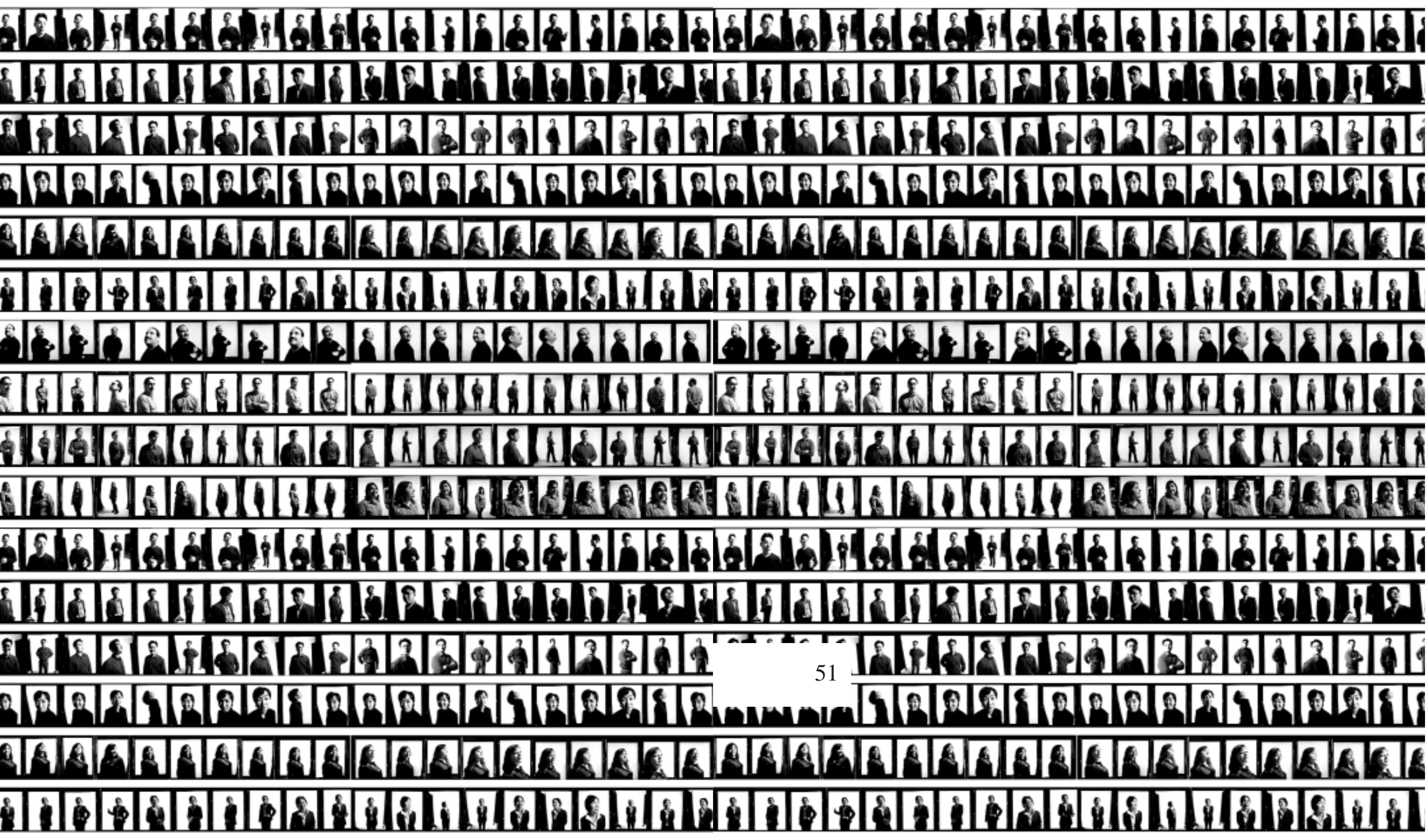
not just for ourselves...

but for everyone all around us...

in the daily flow of life.



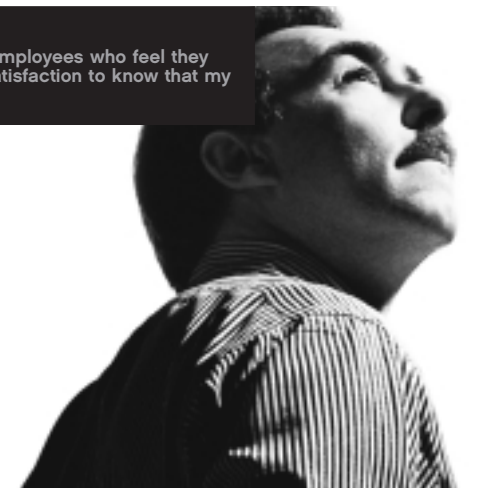






GREGORY A. PORPORA
CORPORATE SENA WEBMASTER, SAMSUNG ELECTRONICS AMERICA

There is nothing more valuable to a company than to have employees who feel they are influencing the way we do business. It gives me great satisfaction to know that my new ideas are going to be applied and implemented.



WOOSUP KIM
SENIOR RESEARCHER, SAMSUNG ELECTRO-MECHANICS

Samsung's employees are motivated to strive for their best because their performances are evaluated based on each individual's innovation and creativity. This criteria gives employees a difficult challenge but also rewards those who meet the challenge.



ROSE LUPPINO
DISTRICT SALES MANAGER, SAMSUNG ELECTRONICS AMERICA

In my 14 years at Samsung, I have seen the company conquer many challenges and changes. I am confident that Samsung will continue to be a visionary company, with the potential to be a number one global leader.





KYOUNGSOON OH
 PRINCIPAL DESIGNER, SAMSUNG ELECTRONICS

Good design and innovative products can be only be created by those who have flexible and creative mindsets. And in turn, those innovative products can make our lives more flexible, comfortable, relaxed or dynamic.

PETER B. GOODNOUGH
 CRM MANAGER, SAMSUNG ELECTRONICS AMERICA

At the end of the day, innovation is nothing more than understanding the world you live in and then using that information to improve life for yourself and others. It sounds simple, but finding ways to improve our daily lives takes a great deal of focus-focus on both human needs and desires.

CHANGDONG CHO
 SENIOR MARKETING MANAGER, SAMSUNG HEAVY INDUSTRIES

In the shipbuilding business, innovation is critical from both a business and society standpoint. As ships and offshore oil facilities get bigger and more complex, innovative technology reduces risks while also enabling us to be a frontrunner in the market.



HEEJIN CHUNG
ASSOCIATE, SAMSUNG CORPORATION

Innovation has become a mandatory requirement in this highly-competitive information and technology environment.



JOONSUNG LEE
ASSISTANT MANAGER, SAMSUNG LIFE INSURANCE

In this era of high-technology, innovation is the very thing you should keep in mind. You should throw away old habits and find a new way to develop yourself.



A black and white portrait of a woman with dark hair, wearing a striped shirt, looking upwards and to the right. The lighting is dramatic, with strong shadows on her face.

ELISSA BETTERBID
ACCOUNT EXECUTIVE, CHEIL COMMUNICATIONS AMERICA

Now that consumers are actively embracing new technologies, I believe they have begun to recognize Samsung for the innovative company it has always been.

Leading Innovation

Being on top of the latest technology matters enormously.
Being in touch with people's everyday human needs... matters even more.

SAIT THE
SAMSUNG
ADVANCED
INSTITUTE
OF TECHNOLOGY

How does Samsung stay on the cutting-edge of technological innovation? It certainly helps when you can rely on an in-house resource like the Samsung Advanced Institute of Technology (SAIT). As the central R&D organization of Samsung, it was chartered to develop innovations and new findings in the areas of digital, nanotechnology, MEMS (Micro Electro Mechanical System), opto, energy, biotechnology. SAIT has adopted 6sigma and DFSS(Design for Six Sigma) to create customer's

value through R&D quality innovation. In recent years, SAIT has emerged as Korea's first and foremost private research center. The Institute's 700 researchers push technological boundaries and achieve breakthroughs that are then implemented into Samsung products. One recent example: Digital color signal processing technologies are being absorbed into Samsung's electric appliances such as Digital TV, PDP, and TFT LCD in order to reproduce more natural, vivid, and bright images.

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If great design is central to the soul of Samsung, so, too, is innovation. Indeed, the two often go hand-in-hand. While design helps to make Samsung products simple, accessible, functional and elegant, innovation is what makes these products truly new and groundbreaking.

Innovation has long been critical to Samsung's success, helping the company to be "first" in so many new product developments and technological breakthroughs. But now that Samsung has established itself as a leading global company, its ability to stay on the cutting edge is perhaps more important than ever, particularly in an accelerated digital marketplace where today's technology rapidly becomes yesterday's news. As Chairman Lee has observed, "Competitiveness in the coming years means being at the very forefront of change. It is determined by how much faster one company develops new technology and gets new products into the marketplace than the others."

With a dazzling array of groundbreaking new products that have come to market in the past two years, and with many more on the way in coming months, Samsung's ongoing commitment to innovation is stronger than ever. From a corporate-wide standpoint, Samsung relies on state-of-the-art in-house research centers, such as the Samsung Advanced Institute of Technology, to ensure that everyone in the company has access to the latest developments in information technology, biotechnology, microelectronics, and more (SEE SAIT SIDE BAR).

Revolutionary products

These resources and the company's determination to stay on the cusp of technological change have enabled Samsung to introduce products that go beyond mere refinements of existing technology, to actually revolutionize the way a particular product is used and enjoyed. For example, Samsung's advances in digital convergence technology are radically alter the way people are using mobile

phones, portable entertainment devices, cameras, hand-held computers and personal digital assistants (PDAs) – sometimes by combining two or more of these tools into one convenient device.

In addition to the aforementioned SPH-i330 PDA phone and the NEXiO wireless handheld PC, other groundbreaking products in this area include the SCH-X590, a mobile phone that doubles as a camera, allowing photos to be sent wirelessly. Samsung's SPH-N300 introduced America's first Global Positioning (GPS)-enabled mobile phone. And Samsung recently demonstrated the world's first GPRS mobile phone with video on-demand; the SGH-V100 provides high-speed wireless access to music videos, Internet broadcasts and more.

These newest innovations build on previously launched convergence products such as the Watch Phone, Wireless Internet Phone, and MP3 phone – all representing important breakthroughs

in the mobile communications category. And Samsung's convergence products are not limited to mobile phones: The DVD combo, billed as the "everything in one system, is a dual-vision DVD Player and VCR wrapped into one easy-to-use unit that is also CD, CD-R, MP3, Video CD and Super VHS compatible.

From the customer's standpoint, these products anticipate their need to streamline and simplify their use of devices in an increasingly complex digital landscape, while also giving people "anytime, anywhere" access to whatever content and services they might need; in other words, these innovative products provide Digital Freedom to the user, offering not just convenience but a much richer, more satisfying digital experience.

Connectivity is the goal

The hallmark of Digital Freedom is connectivity, and Samsung's vision is to help lead the way in

developing the parts, the finished products, and even the overall networks that can fully connect the new digital landscape. While the Mobile Network by Samsung will be built around mobile phones, PDA's and MP3 (in some cases converged into one product), the Office Network by Samsung is connected by PCs. Samsung's vision encompasses connectivity in the home, as well: Already, Samsung has brought Digital Freedom to the home with its new Home Media Center. With a simple user interface, it enables everyone to take full advantage of new audio/video offerings by allowing consumers to view personal videos, play audio files, display photos, and watch control and record live TV through a single PC that will support a remote control and "anywhere in the room" user interface.

The Home Media Center (made possible by a strategic alliance between Samsung and Microsoft) is just the start of Samsung's plan for developing

the digital home of the future; at the most recent Consumer Electronics Show, Samsung previewed forward-looking demos of a home system utilizing a home computer as a central media server and control device for both consumer electronics and home appliances providing seamless connectivity, easy control of all home devices, and the convenience of managing family information, all joined together to transform the average household into the next-generation digital home.

Because of its strength in innovation across product categories, Samsung is well-positioned to lead the digital convergence revolution that will bring Digital Freedom to people everywhere. Samsung not only makes the groundbreaking convergence products themselves, we also manufacture many of the key parts of these products; we make both the memory chips that drive the components, as well as the components themselves. And because we make such a wide range of digital products –

from mobile phones to monitors to cameras and more – it becomes easier for us to put the pieces together to create multi-functional products.

Innovation from all areas

For this “holistic” approach to be successful, it is important that innovation come from all parts of the company. In the electronics sector, Samsung is committed to staying at the very forefront of memory chip technology, while continuing to set the standards for high-performance and low-power-consuming DRAMs. Samsung has been the first-to-market in introducing advanced high-performance DDR SDRAMs and RDRAMs, thereby maintaining its decade-long market leadership. Today, Samsung is exploring new fields, expanding its product portfolio into potential markets such as Smart Cards for credit cards, and identification cards and NAND flash memories, the next-generation storage medium for digital appliances. While constant innovation is helping

Samsung to solidify its position as the leading producer of memory chips, innovation is also helping the company to remain the clear leader in the TFT-LCD market; here, too, Samsung continues to develop "firsts," such as the first-ever 40-inch TFT-LCD television-ready flat panel monitor, designed for use in high-performance wide-screen digital TVs.

China is emerging as the world's largest CDMA mobile communications market, expected to accommodate 70 million subscribers within the next five years. And Samsung has established a key position at the forefront in this burgeoning market. Though Samsung Electronics has been involved in the Chinese CDMA equipment market since 1997, the company took a big step forward last year when Samsung was selected in a tender by China Unicom, a major CDMA service operator, to supply enough CDMA hardware to accommodate 1.13 million subscribers in four major high-growth regions along China's East Coast. Subsequently, China Unicom also selected Samsung among the companies to be involved in its cdma2000-1x project; commercial networks will be launched to demon-

strate the feasibility of this new technology. Samsung was selected alongside Motorola, Lucent Technologies and other industry leaders to operate the test cdma2000-1x networks, with Samsung assigned to the Shanghai region -- the most important commercial center in all of China. The company has supplied the second-generation CDMA equipment to China, and this latest selection is expected to pave the way for Samsung to do the same with third-generation hardware. Further strengthening its position in Shanghai, Samsung and Shanghai Bell Co. obtained approval to establish a CDMA system joint venture, Shanghai Bell Samsung Mobile Communications Co., Ltd., which will enhance Samsung's efficiency in importing to and exporting from China.

Meanwhile, Samsung is also breaking into China's rapidly growing market for Broadband home network. Samsung has a contract to supply Speed Velocity Time (SVT) Group with 70,000 cable modems and 50,000 ADSL modems this year, and SVT plans to expand its business by supplying the cable modems from Samsung to users of high-speed home networks through major cable TV service providers in Shanghai and Nanjing. China's cable modem market is expected to reach 500,000 units this year, climbing to 3 million units a year by 2004.

Eventually, Samsung expects to obtain a 30% share of the Chinese Broadband network equipment market. Moreover, Samsung plans to expand beyond modems to include IP phones, set-top boxes and other network products.

FORGING
NEW
CONNECTIONS
IN CHINA



Nurturing Company and Community

There is much more to Samsung than the products that the world enjoys and depends on every day.

The soul of Samsung is expressed primarily through the inviting design and innovative qualities of our products—this is what the world most often sees when it sees Samsung. But there is much more to Samsung than the products that the world enjoys and depends on every day. The soul of this company is formed by—and continually nourished by—its own people, its principles, and its community.

And while the success of Samsung tends to be measured by the breakthrough products we introduce, the design awards we win, or the stellar financial results we achieve, we know that the true mark of a great company is its inner strength: the passion of its people, the commitment of management to improve and grow, the willingness of the company to contribute to the betterment of society. It is the inner strength of Samsung that enables us to create products that can change the world.

Our inner strength has been forged, in recent years, by difficult challenges and changes. The historic highs we are now enjoying in sales and net profits—for example,

during the first quarter, Samsung Electronics realized a total of ₩9.93 trillion in sales, ₩2.1 trillion in operating profits and ₩1.9 trillion in net profits—a result of Samsung's successful restructuring in the early-to-mid-1990s, as the company streamlined its operations and divested marginal businesses. This helped to improve Samsung's debt-to-equity ratio dramatically, and increased profitability across the board in all Samsung affiliates—thereby enabling the company to achieve a top priority of giving more value to shareholder equity.

More modern, more open

Samsung has also completely modernized its management and operations to meet or exceed 21st Century global standards. To achieve this, Samsung has modernized its corporate governance structure. The company is now committed to increasing operational transparency to be competitive with the most forward-looking global organizations. This has been achieved by increasing the number of external members on our listed companies' boards of directors, while also increasing the focus on audits

performed by third parties, and ensuring that our financial statements are now prepared in accordance with international accounting practices. The bottom line: Samsung's management and operations are now more open, more transparent, and more accountable than ever before. This will serve the company well as it competes in the wide-open global marketplace. And because of improved global management, Samsung is now in more in tune with emerging business trends worldwide, helping us to quickly react and respond to local market changes.

We have also strengthened one of our great assets—the Samsung brand. As a result of outstanding new product introductions combined with highly-visible marketing and promotion efforts spearheaded by our Olympics sponsorship (see sidebar), Samsung has seen massive growth in Global Brand Value, as measured by the 2002 Interbrand Global Brand survey. Samsung's global brand is now valued at \$8.31 billion, fueled by outstanding marketing success in the U.S. last year.

Putting people first

When it comes to our most valuable asset of all—the 170,000 employees who make up the Samsung family—we have implemented employee training and development programs around the world, helping our people to constantly learn new skills and seek out new opportunities for professional development and advancement. Samsung has a long tradition of emphasizing human resources, dating back to its founder Byung-Chull Lee, who decreed: “A company is its people.”

This tradition has continued under current Chairman Lee, who has stated that in the 21st Century, the most successful companies will depend more than ever on employees who are well-educated, motivated, highly-skilled, and highly-creative.

We also recognize that our obligation to people extends beyond our own family of employees, to include citizens in our local communities around the world. Samsung has always believed that a sound, prosperous society is the fertile soil for the growth of a corporation; this principle is

rooted in the Korean notion of the spirit of “Sangsaeng”—living together harmoniously. This way of thinking has long driven our community relations efforts at home in Korea, where Samsung has been a leading influence and major supporter of the Korean economy, society, and culture (see sidebar on the soul of Seoul).

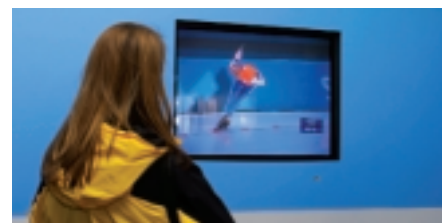
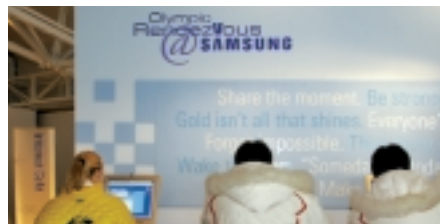
A responsible citizen of the world

However, increasingly as Samsung has become a global business leader, we now view ourselves as a “citizen of the world.” And as such, we think it is our duty to support local communities and, in a larger sense, to try to make the world a better place for all. To that end, we have focused our efforts in five areas. Our Social Welfare program includes Samsung daycare centers and special services provides to people with disabilities. Our Employee Volunteer programs employ teams of Samsung employees to help orphans, seniors, ill children, people with disabilities, and people in welfare institutions. These volunteers provide everything from housekeeping service to computer training.

We have been a staunch supporter of Cultural and Arts, supporting both museums and artists, in Korea and around the world. Our Academic and Education programs take on special importance: We believe it is critical to prepare the citizens (and future Samsung employees) of tomorrow for a world that will demand intellectual rigor, cultural awareness, and specialized skills, which is why Samsung employees participate in computer training programs, while also setting up research labs and Internet facilities in schools. Finally, Samsung’s Environmental Preservation programs support the principles of “green management” in our own company’s operations, while also encouraging employees to volunteer in environmental efforts such as the clean-up of rivers and ocean bottoms, tree plantings, and recycling campaigns.

THE “SOUL” OF SEOUL
As Samsung has grown into a leading global company, we have not lost touch with our roots in Korea. As Samsung’s growth has outpaced other leading Korean companies in the past few years, our role





in the Korean economy has become more important. We now account for approximately 16.3% of all Korean exports, and Samsung is a central player in the Korean stock market (aggregate value of Samsung's listed stocks accounting for 25% of the country's entire stock market). As Chairman Lee has noted, our central role in Korea brings with it added responsibilities. Samsung has been a key supporter of Korean cultural, education, and social welfare programs, while also playing a major role in bolstering the Korean economy.

When it comes to financial services, in recent years Samsung has been a pioneer in Korea, enabling millions of people to obtain the financial support needed to buy houses, run businesses, and lead a better life. Samsung Card is poised to become Korea's leading credit card issuer and merchant acquirer. Meanwhile, Samsung Capital is already the largest credit finance company in Korea; having secured more than 12 million customers, it has also

contributed to raising the overall credit rating of Korea. Samsung Securities has been selected as the Best Equity House for three years (1999-2001) by *Euromoney*, and also as the Best Bond House in 2001 by *Finance Asia*.

Samsung has also established itself as a leader in insurance: Samsung Life Insurance has been ranked 20th among all Life Insurance companies worldwide by *Fortune Magazine*, based on sales of 2001. Samsung Fire and Marine is a leader in the non-life insurance industry both in quantity and quality with the best distribution network, a sound financial structure, and impressive profitability. SF&M's mission is to be a "total risk-solution partner" and world-top class global player.

THE OLYMPIC SPIRIT
In 2002, Samsung once again had a tremendous presence at the Olympic Games. After a highly successful Olympic sponsorship program two years ago in Sydney, the scene shifted to Salt Lake City—where Samsung again played

a key role as a Worldwide Olympic Partner and the official supplier of wireless telecommunications equipment to the Games, the United States Olympic Committee and the U.S. Olympic Team. The official mobile phone of the 2002 Olympic Winter Games was Samsung's SCH-T300, provided directly to the Olympic Committee to ensure seamless coverage throughout the Games.

But the true centerpiece of our Olympic Games sponsorship was the overwhelmingly popular "Olympic Rendezvous @Samsung" facility. It served as an entertainment and communications center for the Olympic athletes and their families—allowing the athletes to relax in a secure and comfortable environment, while using Samsung wireless communication products to stay in contact with loved ones back home. But visitors were also welcome to enjoy the public areas, featuring daily entertainment, a technology showcase displaying Samsung's futuristic mobile phones, and special appearances by athletes (including

gold medallist speed skater Bonnie Blair and many other top medallists).

Overall, The Olympic Rendezvous@Samsung hosted more than 240,000 visitors and Olympians during the 16-day program—and it was rated the top attraction in Salt Lake Olympic Square according to fans visiting the area. It also served as a great way for the public to experience the latest Samsung digital mobile communications technology; in fact, visitors to the facility made more than 4,681 free phone calls (12,872 minutes) through the Samsung "Share The Moment" Call program, which allowed athletes and spectators to make a free three-minute call using Samsung mobile phones. To have a starring role at the Olympic Games is nothing new for Samsung; the company has been a Worldwide Olympic Partner since 1997. Samsung believes very strongly in the ideals of the Olympic Games, because in many ways they reflect our own attitudes and philosophies about interna-

tional cooperation, fair and friendly competition, and dedication to the pursuit of excellence. The Olympic tradition has transcended political and social conflicts, and is embraced by the world's nations as a forum that unites people across cultures, races, religions, and genders, in a spirit of peaceful competition. This is precisely what Samsung seeks to do as a responsible global leader. And so it is appropriate that we have established ourselves as a major supporter of the Games.

Moreover, by taking on the role as a sponsor of wireless communications equipment, Samsung is making an important statement—that we are, in effect, the "gold medallists" in the wireless category, as one of the world leaders in mobile phones. Samsung sees wireless communications as a way to bring the world together. What better way to demonstrate our commitment to global wireless connectivity than by using the technology to help "connect" people at the Olympics?

Given the enormous success of this program, Samsung will continue its sponsorship as Worldwide Partner in Wireless Communications at the 2004 Athens Olympic Games. We look forward to strengthening the successful partnership that has been forged between Samsung and the Olympic Movement.

Financial Overview

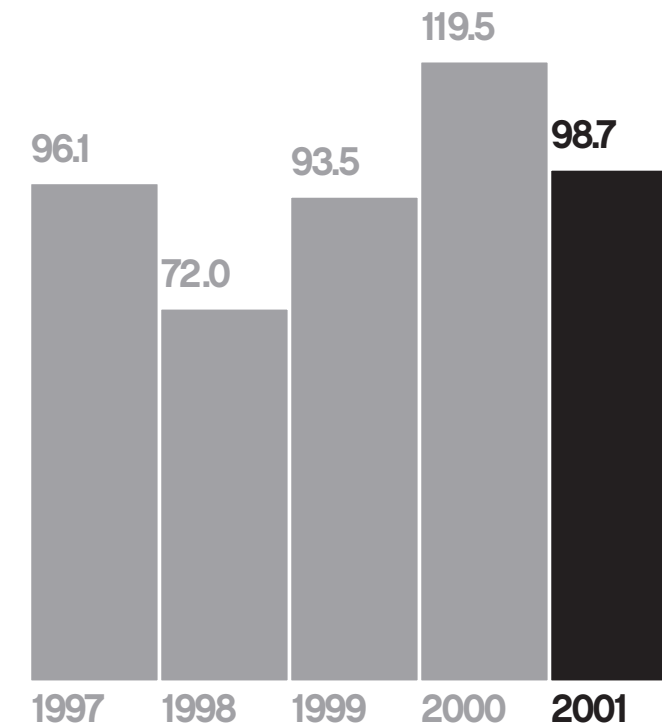
Amounts in Billions

	Won	Dollars	Euro
Net Sales*	127,459.2	98.7	110.2
Total Assets	164,823.3	124.3	140.6
Total Liabilities	117,707.1	88.8	100.4
Total Stockholder's Equity	47,116.3	35.5	40.2
Net Income*	5,764.6	4.5	5.0

* Won/US Dollar yearly average exchange rate: 1,290.79/1 Won/Euro: 1,156.39/1
 Won/US Dollar as of the year end of december 31, 2001: 1,326.10/1 Won/Euro: 1,172.60/1

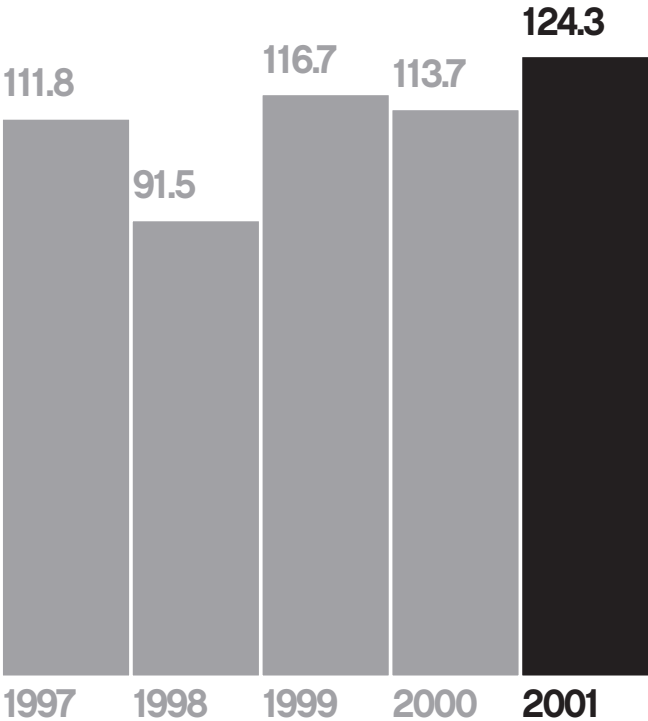
Net Sales

Dollars in Billions



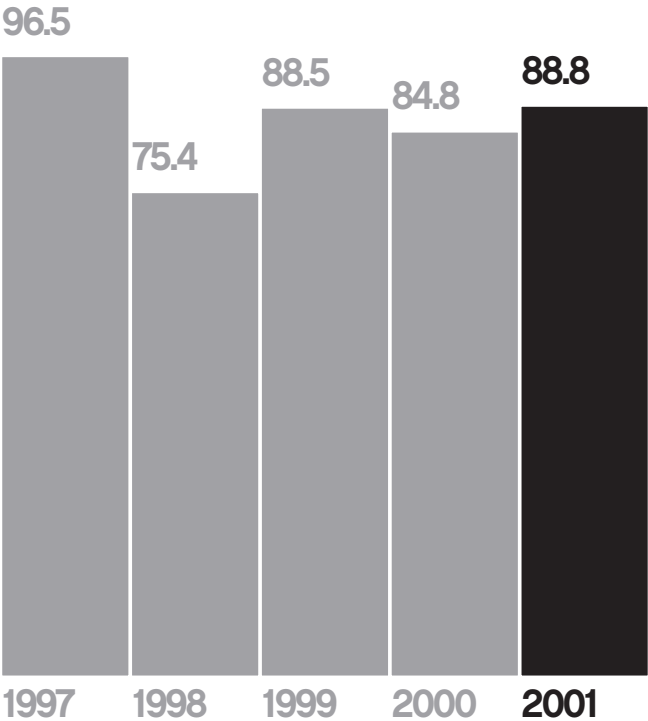
Total Assets

Dollars in Billions



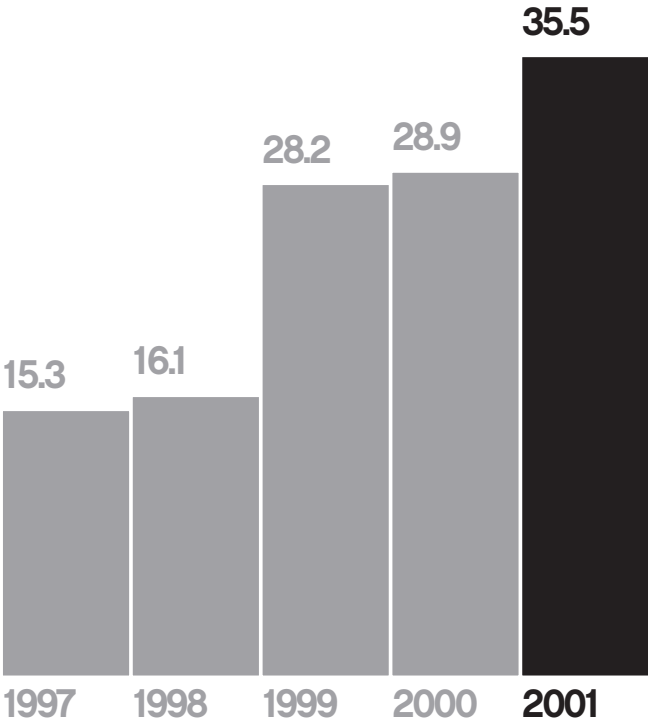
Total Liabilities

Dollars in Billions



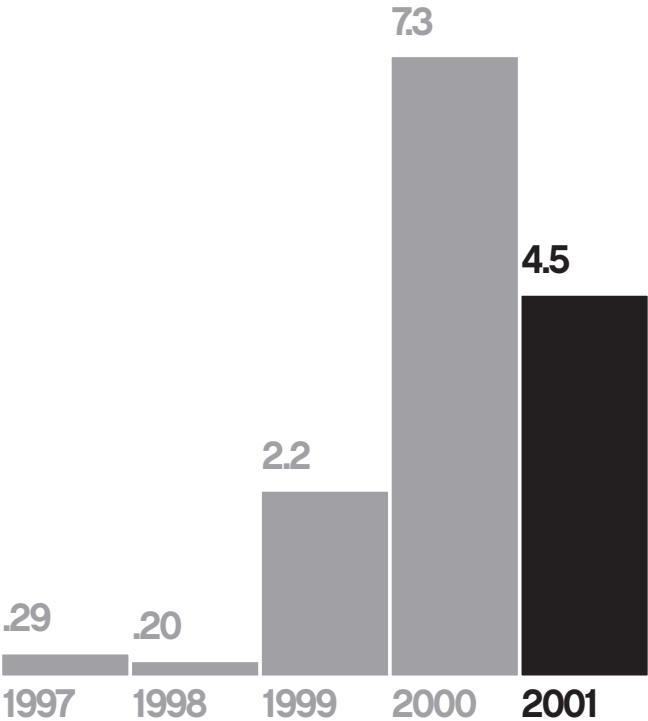
Total Stockholder's Equity

Dollars in Billions



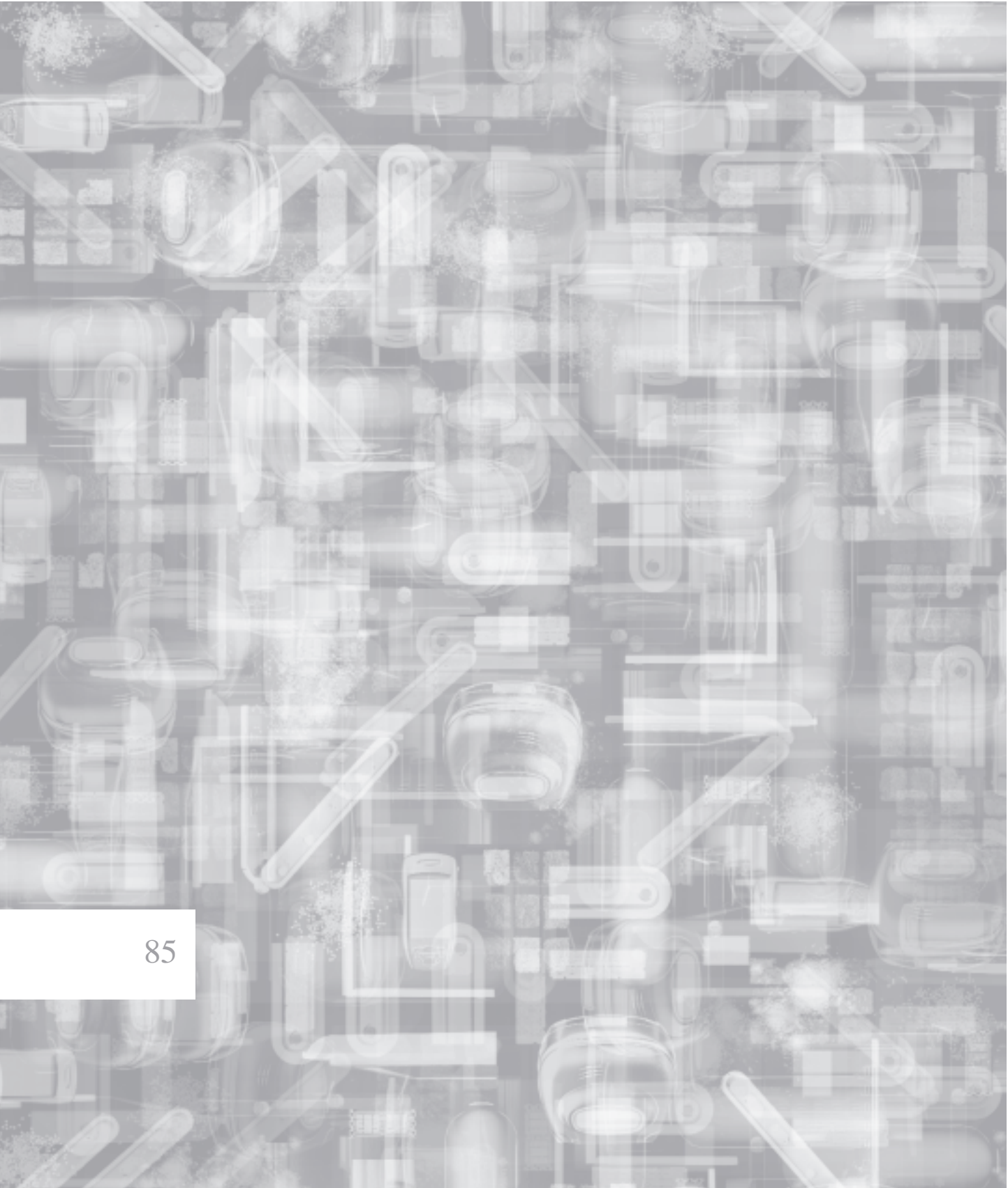
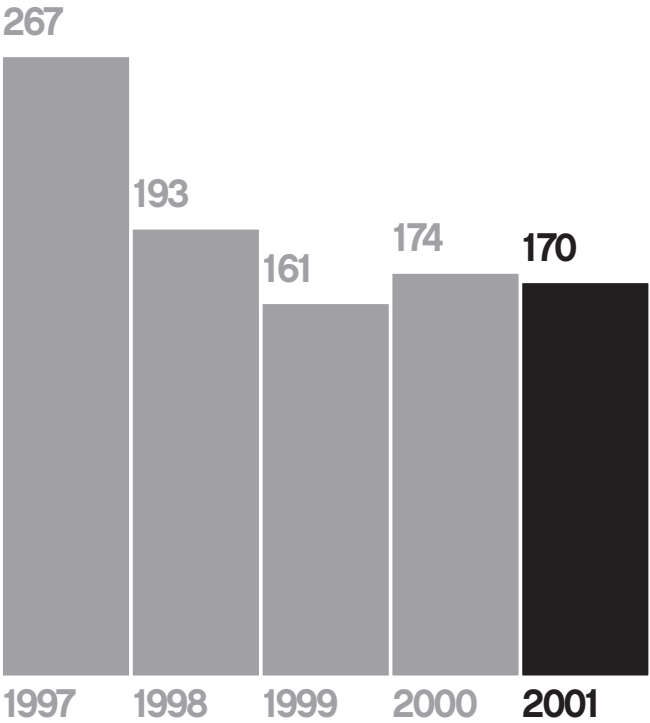
Net Income

Dollars in Billions



Employees

Thousands



Samsung Electronics Co.,Ltd.

Employees: 63,000
2001 Sales: \$25.9 billion
Tel: 82-2-727-7114
Fax: 82-2-727-7985
<http://www.samsungelectronics.com>

MAJOR PRODUCTS

Multimedia & home appliances: multimedia PC, note PC, PDA, DVD player, DVD-ROM, HDD, HDTV, DBS, DSC, digital TV, refrigerator, air conditioner, microwave oven, MP3 player, printers and fax machines
Semiconductors: DRAM, SDRAM, Direct Rambus™ DRAM, DDR DRAM, SRAM, mask ROM, FRAM, flash memory, LCD driver IC, smart card & MCU, media SOC (system on chip), merged memory with logic, Alpha processor, TFT-LCD, MDL
Information & telecommunications: HHP, ATM LAN/WAN, key phone, CDMA/PCS cellular, transmission system, WLL/switching systems, optic fibers & component

Samsung SDI Co.,Ltd.

Employees: 20,308
2001 Sales: \$5.6 billion
Tel: 82-2-727-3100
Fax: 82-2-727-3377
<http://www.samsungsdi.com>

MAJOR PRODUCTS

Color picture tubes, color display tubes, plasma display panels, organic electro-luminescent displays, rechargeable batteries, liquid crystal displays, touch panels, vacuum fluorescent displays

Samsung Electro-Mechanics Co.,Ltd.

Employees: 33,200
2001 Sales: \$2.3 billion
Tel: 82-31-210-5114
Fax: 82-31-210-6363
<http://www.sem.samsung.com>

MAJOR PRODUCTS

Chips & circuit boards, mobile communications components, computer components & peripherals, general purpose components, digital AV components

Samsung Corning Co.,Ltd.

Employees: 4,950
2001 Sales: \$879 million
Tel: 82-2-3457-9500
Fax: 82-2-3457-9530
<http://www.samsungcorning.com>

MAJOR PRODUCTS

Glass for TV picture tubes and PC monitors, ITO-coated glass for LCD, rotary transformers, ITO target, frit glass

Samsung SDS Co.,Ltd.

Employees: 6,424
2001 Sales: \$1.02 billion
Tel: 82-2-3429-2251
Fax: 82-2-3429-4999
<http://www.sds.samsung.com>

MAIN BUSINESSES

Consulting (IT consulting, business consulting), system integration, packaged software development & sales, IT outsourcing, IT training, data center service

Samsung Networks Inc.

Employees: 530
2001 Sales: \$294 million
Tel: 82-2-3415-6114
Fax: 82-2-3415-6097
<http://www.samsungnetworks.net>

MAIN BUSINESSES

Network consulting, network solution integration (NSI), virtual private network (IP-VPN) service, global network service, network management service, IP telephony service (VoIP), satellite services, e-commerce service, e-biz solution & services

Samsung Heavy Industries Co.,Ltd.

Employees: 6,980
2001 Sales: \$3.1 billion
Tel: 82-2-3458-7000
Fax: 82-2-3458-6298
<http://www.shi.samsung.co.kr>

MAIN BUSINESSES
Shipbuilding & offshore: shipbuilding, offshore facilities, steel structures & bridge, cargo & material handling.
Digital control systems: ship navigation system, automation system, voyage data recorder, internet building automation system.
Engineering & construction.

Samsung Techwin Co.,Ltd.

Employees: 3,800
2001 Sales: \$1.05 billion
Tel: 82-2-3467-7114, 7000, 7777
Fax: 82-2-3467-7080
<http://www.samsungtechwin.com>
<http://www.samsungcamera.com>

MAIN BUSINESSES
Aircraft engine, gas turbines, turbo machinery, military hardware, cameras, opto-electronic devices, semiconductor lead frames, semiconductor system wire bonds, chip mounters, helicopter shuttle service

Samsung General Chemicals Co.,Ltd.

Employees: 881
2001 Sales: \$1.3 billion
Tel: 82-2-772-6691~3
Fax: 82-2-772-6616
<http://www.samsungchem.com>

MAJOR PRODUCTS
Ethylene, propylene, butadiene, C4 raffinate, SM, EO/EG, PX, LDPE, LLDPE, EVA, HDPE, PP, PP Compounds, LPG, heavy Ends

Samsung Petrochemical Co.,Ltd.

Employees: 342
2001 Sales: \$598 million
Tel: 82-2-772-6316
Fax: 82-2-755-7564
<http://www.myspc.co.kr>

PRODUCT
PTA (Purified terephthalic acid)

Samsung Fine Chemicals Co.,Ltd.

Employees: 792
2001 Sales: \$471 million
Tel: 82-2-772-1755
Fax: 82-2-772-1809
<http://sfc.samsung.co.kr>

MAJOR PRODUCTS
Fine chemicals: dimethyl formamide, mecellose, epichlorohydrin, methyl amines, tetramethyl ammonium chloride, barium titanium powder, coatings
General chemicals: ammonia, urea, melamine, chloroform, methylene chloride, methyl chloride, hydrochloric acid, formic acid
Life Science: (S)-HGB, L-carnitine, chiral intermediates (C3, C4 and C5), AnyCoat-C, AnyCoat-P, diethyldipropylmalonate

Samsung-BP Chemicals Co.,Ltd.

Employees: 171
2001 Sales: \$201.5 million
Tel: 82-2-753-5644
Fax: 82-2-753-8338
<http://www.ssbpc.co.kr>

MAJOR PRODUCT
Acetic acid

Samsung Life Insurance Co.,Ltd.

Employees : 6,509
2001 Operating income: \$172 billion
Tel: 82-2-1588-3114
Fax: 82-2-751-8021
<http://www.samsunglife.com>

MAIN BUSINESSES
Life insurance, real estate

Samsung Fire & Marine Insurance Co.,Ltd.

Employees: 3,726
2001 Operating Income: \$570 million
Tel: 82-2-1588-5114
Fax: 82-2-758-4320
<http://www.samsungfire.com>

MAIN BUSINESSES
Automobile insurance, fire insurance, marine insurance, individual annuities, personal accident insurance, overseas travelers' insurance

Samsung Card Co.,Ltd.

Employees: 2,543
2001 Operating Income: \$26 billion
Tel: 82-2-727-8893
Fax: 82-2-756-8942
<http://www.samsungcard.co.kr>

MAJOR PRODUCTS
Credit cards (purchases, cash advances, card loans), prepaid cards, gift cards, electronic money, lease, on-line shopping mall, corporate financing

Samsung Securities Co.,Ltd.

Employees: 2,517
2001 Operating income: \$1.47 billion
Tel: 82-2-726-0114
Fax: 82-2-726-0298
<http://www.samsungfn.com>

MAJOR PRODUCTS
Stock and bond brokerage, securities savings products, bond management funds, repurchase agreements, certificates of deposit, beneficiary certificates, commercial paper

Samsung Capital Co.,Ltd.

Employees: 1,564
2001 Operating income: \$776 million
Tel : 82-1544-3366
Fax : 82-2-772-6419
<http://www.ahaloan.com>

MAIN BUSINESSES
Installment financing, personal loan, ahaloanpass, business loan, e-business

Samsung Investment Trust Management Co.,Ltd.

Employees: 121
2001 Operating income: \$13.46 million
Tel: 82-2-3774-7788
Fax: 82-2-3774-7627
<http://www.samsunginvest.co.kr>

MAIN BUSINESSES
Asset management, investment advisory services

Samsung Venture Investment Co.,Ltd.

Employees: 30
2001 Operating income: \$3.11 million
Tel: 82-2-3430-5555
Fax: 82-2-3430-5577
<http://www.samsungventure.co.kr>

MAIN BUSINESSES
Investment to venture firms (areas of information, communications, Internet, electronics industry, medical instruments, bio and entertainments)

Samsung Corporation

Employees: 4,164
2000 Sales: \$35 billion
Tel: 82-2-751-3355
Fax: 82-2-2145-3114
<http://www.samsungcorp.com>

MAIN BUSINESSES
Trading, construction, housing development and Internet business

Samsung Engineering Co.,Ltd.

Employees: 1,113
2001 Sales: \$1.05 billion
Tel: 82-2-3458-3000
Fax: 82-2-3458-4048
<http://www.samsungengineering.com>

MAIN BUSINESSES
Feasibility study, design, procurement, construction, supervision and operation management for chemical & petrochemical plants, refineries & gas processing plants, industrial plants and environmental facilities

Cheil Industries Inc.

Employees: 2,171
2001 Sales: \$1.31 billion
Tel: 82-2-751-3355
Fax: 82-2-527-2097
<http://www.cii.samsung.com>

MAIN BUSINESSES
Woolen yarn, worsted yarn, woolen fabric, worsted fabric, men's wear, women's wear, casual wear, sports wear & goods, accessory, general-purpose resins, engineering plastics, artificial marble, electronic chemical materials (semiconductor materials, flat panel display materials, secondary Li-Ion battery materials, printing and functional materials)

Samsung Everland Inc.

Employees: 1,600
2001 Sales: \$638 million
Tel: 82-31-320-8011*2
Fax: 82-31-320-8549
<http://www.samsungeverland.com>

MAIN BUSINESSES
Resort development and operation, building asset management, alternative energy, commercial food service and food distribution, environmental development and landscaping, golf club management

The Shilla Hotels & Resorts

Employees: 1,752
2001 Sales: \$333 million
Tel: 82-2-2230-3310
Fax: 82-2-2230-3720
<http://www.shilla.net>

MAIN BUSINESSES
Business and resort hotels, duty free shops, outside restaurants, sports center, business consulting

Cheil Communications Inc.

Employees: 733
2001 Sales: \$265 million
Tel: 82-2-3780-2114
Fax: 82-2-3780-2479
<http://www.cheil.com>

MAIN BUSINESSES
Planning, production and execution of advertising, internet business, sales promotion, public relations, corporate identity programs, space development, research, marketing, sports and convention business

S1 Corporation

Employees: 3,104
2001 Sales: \$277 million
Tel: 82-1588-8259
Fax: 82-2-2131-8189
<http://www.s1.co.kr>

MAIN BUSINESSES
Electronic security services to include local security systems, CCTV/DVSS (digital video security systems), access control systems, fence surveillance systems, and smart card

Samsung Lions

Employees: 35
Tel: 82-53-859-3114
Fax: 82-53-859-3117
<http://www.samsunglions.com>

MAIN BUSINESS
Professional baseball team, sports center

Samsung Medical Center

Employees: 7,500
Tel: 82-2-3410-2114, 3114
Fax: 82-2-3410-3284
<http://www.smc.samsung.co.kr>

MAIN BUSINESSES
Samsung Medical Center (main hospital, in Seoul), Kangbuk Samsung Hospital (in Seoul), Masan Samsung Hospital (in Masan), Samsung Cheil Hospital (in Seoul), Samsung Bioscience Research Institute (in Seoul)

Samsung Economic Research Institute

Employees: 145
Tel: 82-2-3780-8000
Fax: 82-2-3780-8005
<http://www.seri.org>

MAIN ACTIVITIES
Research on public policy, fiscal and financial matters, analysis of industry trends and business environments, public and private sector consulting, strategy for corporate management

Samsung Human Resources Development Center

Employees: 58
Tel: 82-31-320-1701
Fax: 82-31-320-1001
<http://www.edusamsung.com>

MAIN ACTIVITIES
Recruitment, training and human resources development

Samsung Advanced Institute of Technology

Employees: 800
Tel: 82-31-280-9114
Fax: 82-31-280-6565
<http://www.sait.samsung.co.kr>

MAIN RESEARCH AREAS
Information processing, communication & networking, micro-electro-mechanical system, materials & devices, polymer chemistry, biotechnology

Samsung Foundation of Culture

Employees: 126
Tel: 82-2-750-7990
Fax: 82-2-750-7819
<http://www.sfoc.org>

MAIN ACTIVITIES
Ho-Am Art Museum, Samsung Museum of Modern Art (Ho-Am Art Gallery, Rodin Gallery), Samsung Children's Museum, Korean Traditional Music Contest, Samsung Prize for Literature, MAMPIST program, support for cultural and artistic activities

Samsung Welfare Foundation

Employees : 11
Tel: 82-2-750-7893
Fax: 82-2-750-7880
<http://www.samsungwelfare.org>

MAIN ACTIVITIES
Establishment and operation of child care centers, support for social welfare program development, support for overseas training for social workers, operation of the youth volunteer corps "Purunnatum", support for orphaned teenagers with younger siblings, management of "Hyo-Haeng Filial Piety Prize"

Samsung Electronics Co.,Ltd.

THE AMERICAS SALES SUBSIDIARIES

Samsung Electronics
America, Inc. (SEA)
Tel: 1-201-229-4000

Samsung
Telecommunications
America, Inc. (STA)
Tel: 1-972-761-7005

Samsung Electronics
Canada Inc. (SECA)
Tel: 1-905-819-5060

Samsung Electronics
Latinoamerica
(Zona Libre), S.A. (SELAPA)
Tel: 507-210-1122

Samsung Electronics
Latinoamerica Miami, Inc.
(SELAMI)
Tel: 1-305-594-1090

Samsung Electronics
Latinoamerica Colombia, S.A.
(SELACOL)
Tel: 571-633-4470

Samsung Electronics
Argentina S.A. (SEASA)
Tel: 54-11-4308-4777

Samsung
Semiconductor Inc. (SSI)
Tel: 1-408-544-4000

PRODUCTION FACILITIES

Samsung Mexicana
S.A. de C.V. (SAMEX)
Tel: 1-619-671-6000

Samsung Electronics
Mexico S.A.S. de C.V. (SEM)
Tel: 525-686-0800

Samsung Electronica da
Amazonia Ltda. (SEDA)
Tel: 55-11-5641-8500

Samsung Austin
Semiconductor, L.L.C. (SAS)
Tel: 1-512-672-1000

**

American
Distribution Center (ADC)
Tel: 1-858-642-5199

Samsung Information
Systems America, Inc. (SISA)
Tel: 1-408-544-5400

EUROPE SALES SUBSIDIARIES

Samsung Electronics
U.K. Ltd. (SEUK)
Tel: 44-181-391-0168

Samsung Electronics
GmbH (SEG)
Tel: 49-6196-661000

Samsung Electronics
France S.A.S. (SEF)
Tel: 33-1-4938-6525

Samsung Electronics
Italia S.p.A. (SEI)
Tel: 39-02-921891

Samsung Electronics
Nordic AB (SENA)
Tel: 46-8-590-966-00

Samsung Electronics
Poland, Sp.ZoO (SEPOL)
Tel: 48-22-608-4400

Samsung Electronica
Portuguesa S.A. (SEP)
Tel: 351-21-425-1000

Samsung Electronics
Benelux B.V. (SEBN)
Tel: 31-70-307-2910

Samsung Semiconductor
Europe GmbH (SSEG)
Tel: 49-6196-663000

Samsung Semiconductor
Europe Limited (SSEL)
Tel: 44-181-380-7200

PRODUCTION FACILITIES

Samsung Electronics
Manufacturing (U.K.) Ltd.
(SEMUK)
Tel: 44-1740-660000

Samsung Electronics
Iberia, S.A. (SESA)
Tel: 34-93-862-9600

Samsung Electronics
Hungarian Co., Ltd. (SEH)
Tel: 36-1-250-2311

*

Europe Customer
Satisfaction (ECS)
Tel: 441-95-220-7126

**European Logistics
Service (ELS)

CIS SALES SUBSIDIARIES

Samsung Electronics
Overseas B.V. (SEO)
Tel: 31-20-575-3012

Samsung Electronics
Russia Co., Ltd. (SER)
Tel: 7-095-797-2344

Samsung Electronics Kiev
Office (SEKO)
Tel: 380-44-490-6878

*

Samsung Russia
Service Center (SRSC)
Tel: 7502-564-8210

MIDDLE EAST & AFRICA SALES SUBSIDIARIES

Samsung Electronics
South Africa (Pty.) Ltd. (SSA)
Tel: 27-11-254-3600

Samsung Gulf
Electronics FZE (SGE)
Tel: 971-4-225747

*

Gulf Customer
Satisfaction (GCS)
Tel: 9714-883-8416

ASIA SALES SUBSIDIARIES

Samsung Asia
Pte. Ltd. (SAPL)
Tel: 65-8333-200

Samsung Electronics
Australia Pty. Ltd. (SEAU)
Tel: 61-2-9638-5200

Samsung Electronics
Philippines Co. (SEPCO)
Tel: 63-2-526-3796

Samsung Japan
Corporation (SJC)
Tel: 81-3-5641-9820

PRODUCTION FACILITIES

PT. Samsung Electronics
Indonesia (SEIN)
Tel: 62-21-893-4005

Thai Samsung
Electronics Co., Ltd. (TSE)
Tel: 66-2-681-0501

Samsung Electronics
(M) Sdn. Bhd. (SEMA)
Tel: 60-3-376-1068

Samsung Electronics
Display Malaysia Sdn. Bhd.
(SDMA)
Tel: 60-6-678-7914

Samsung India
Electronics Ltd. (SIEL)
Tel: 91-1191-5682512

Samsung Electronics
India Information &
Telecommunication Ltd.
(SEIIT)
Tel: 91-11-693-2517

Samsung Vina
Electronics Co., Ltd. (SAVINA)
Tel: 84-8-896-5500

Samsung Electronics
Philippines Manufacturing
Corporation (SEPHIL)
Tel: 63-49-545-9153

*

Asia Customer
Satisfaction (ACS)
Tel: 65-568-7500

CHINA SALES SUBSIDIARIES

Samsung Electronics
Hong Kong Co., Ltd. (SEHK)
Tel: 85-2-2862-6900

Samsung Electronics
Taiwan Co., Ltd. (SET)
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